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Date:

7 October 2005

By:

Laurie A. Torres
Laurie A. Torres

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 5900 : Group Art Unit: 2161
Appln. No.: 09/807,887 : Examiner: Coby, Frantz
Filing Date: 19 April 2001 : Att'y. Docket No.: T706-11
Title: Consumer Profiling and Advertisement Selection System

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

10/12/2005 MBELETE1 00000011 501535 09807887

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This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

☒ The Commissioner is hereby authorized to charge Deposit Account No. **501535** as noted below. A duplicate copy is enclosed:

☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.

Application No. 09/807,887



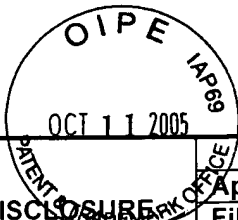
Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

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Form PTO/SB/08A

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

Application Number 09/807,887
Filing Date 19 APRIL 2001
First Named Inventor Eldering, Charles
Group Art Unit 2161
Examiner Name Frantz Coby
Attorney Docket Number T706-11

U.S. PATENT DOCUMENTS

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
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	US6236978		Tuzhilin; Alexander S.	05-2001
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FOREIGN PATENT DOCUMENTS

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	WO	0065237A1		Johnson, Kenneth, Alan	11-2000	
	WO	0013434A2		Daum; Steven, B.	03-2000	
	CA	2323166		Basco, Stephen	04-2001	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
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	Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs.	T
	Marketing Literature, FireFly Corporation, "Firefly Passport", 8 pgs	T
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	Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs.	T
	Marketing Literature, Media Metrix, "Frequently Asked Questions", 2 pgs.	T
	Net Perceptions Corporation, White Papers, "Adding Value in the Digital Age", 11 pgs.	T
	Product Literature, Netgravity, Inc., "AdServer 3", 6 pgs.	T
	Product Data Sheet, Open Sesame, "learn Sesame", 3 pgs	T
	Product Literature, Aptex Software, Inc., "SelectCast for Commerce Servers", 2 pgs.	T
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